MIXIT

MAKEUP CATEGORY



Mixit Make Up

- 2024: №1 Russian Skin & Hair care brand MIXIT launch 100 SKU decorative cosmetics
- Built on the expertise and knowledge of more than 50 makeup professionals and
- Reflects the viral trends in social media
- Regularly updated collections, 3 limited editions every year
- The perfect balance of quality, virality and price



Top performers

#	Subcategory	Product	Units sold
1	Face	Mineral Powder	199 403
2	Lips	Soft kiss therapy lip balms set	156 751
3	Face	Creamy Trio Palette	135 068
4	Lips	Lip Balm Pod Secret Series, 01, 4 g	90 285
5	Accessories	Multi Brush Set 4 in 1	49 366
6	Lips	Lip Balm Pod Secret Series, 03, 4 g	79 959
7	Face	Beauty Contour Palette 3 in 1, 02	114 221
8	Face	Velvet Face Fluid Foundation, 01	77 005
9	Face	Velvet Face Fluid Foundation, 02	77 251
10	Lips	Twinkle Trio Lip Set 2027	77 972
11	Lips	Glazed oil gloss, shade pale pink	116 173
12	Eyes	Eyeshadow palette Nude Allure	78 226
13	Face	Beauty Contour Palette 3 in 1, 01	99 547
14	Lips	Glazed oil gloss, shade damask	107 222
15	Lips	Glazed oil gloss, shade cherry cola, 5 ml	120 129
16	Eyes	38 Degrees Mascara	63 623
17	Lips	Juicy Lip Gloss, 06, 12 ml tube	76 423
18	Eyes	Eyebrow Fixing Gel, 5 ml	106 649
19	Lips	Lip Balm Pod Secret Series, 04, 4 g	44 498
20	Lips	Juicy Lip Gloss, 03, 12 ml tube	89 881



MIXIT

LIPS



Top 10 Lips

#	Product	Units sold
1	Soft kiss therapy lip balms set	156 751
2	Lip Balm Pod Secret Series, 01, 4 g	90 285
3	Lip Balm Pod Secret Series, 03, 4 g	79 959
4	Twinkle Trio Lip Set 2027	77 972
5	Glazed oil gloss, shade pale pink	116 173
6	Glazed oil gloss, shade damask	107 222
7	Glazed oil gloss, shade cherry cola, 5 ml	120 129
8	Juicy Lip Gloss, 06, 12 ml tube	76 423
9	Lip Balm Pod Secret Series, 04, 4 g	44 498
10	Juicy Lip Gloss, 03, 12 ml tube	89 881

“Labubu” Seasonal Collection Glam play

Lip balm pod

More than a lip balm: it’s your style, your accessory, your mood!

> A limited series of balms on a stylish chain with a capsule case and a collection of charms turns the beauty ritual into a game.
>
> Every pack is a surprise: you never know which set of charms you’ll get. Build your collection and express your mood every day.
>
> The melting balm texture leaves no stickiness, and the formula with shea butter, cocoa butter, sweet almond oil and vitamin E keeps lips soft and moisturized.

Your smile is always in the spotlight.

Prio A **★ Bestseller**







Juicy Lip Gloss

Glossy lip gloss with keychain

The ultra-glossy lip gloss formula not only visually plumps the lips but also offers unmatched comfort, gently moisturizing the skin. The soft applicator makes application incredibly easy and precise: every line is flawless!

The on-trend keychain charm on the gloss is the perfect finishing touch to your look.

- hyaluronic acid provides comfort, improves the look of the lips and prevents dehydration;
- mango seed oil nourishes, protects and gives lips a well-groomed, healthy look;
- cherry kernel oil, a source of antioxidants and fatty acids, moisturizes, strengthens the natural barrier and gives lips a soft shine.

Prio A



Jelly Lasting Lip Tint

Lip tints

The perfect solution for long-lasting makeup. This product is made for those who value long wear and comfort throughout the day.

- long wear
- quick drying
- natural matte finish
- comfortable formula with hyaluronic acid that doesn’t dry the skin
- buildable intensity
- multi-purpose use (as a tint, as a blush)

Prio A



MIXIT Make Up Glazed Oil Gloss

Lip oil gloss

The lip oil gloss softens and restores the skin of the lips with its caring formula. The sensual shade gives the lips a seductive color and leaves a glazed shine without stickiness!

Three shades and scents.

- restores the skin of the lips;
- sensual scarlet color;
- glazed shine effect.

Prio A



Glazed Oil Gloss, Shade Cherry Cola

Lip oil gloss, shade “Cherry Cola”

The lip oil gently cares for the lips and adds an on-trend cherry cola tint. It moisturizes and nourishes effectively, keeping the lips soft. The oil texture gives light, non-sticky coverage, and the juicy cherry cola scent adds a playful mood.

- Gentle care and protection
- Glossy finish
- Juicy cherry cola scent

Prio A



Lip Glass

“Liquid glass” lip gloss

The clear “liquid glass” lip gloss is a stylish glossy accent in any makeup look. The vitamin E formula moisturizes and softens delicate skin, while the texture holds its shape, doesn’t bleed and gives a luxurious three-dimensional shine.

> The gloss doesn’t set or bleed
> and leaves a long-lasting wet effect.

Prio A



Luminizer
Lip Gloss

Lip gloss

Lip gloss Luminizer Lip Gloss gives lips a juicy glossy finish without stickiness! The formula based on caring oils moisturizes and nourishes the lips, while the rich shades make the look expressive.

> The alluring vanilla scent guarantees very sweet kisses!

Prio B




Star Kiss
Magic Elixir
Sweet Sunrise
Moon Symphony
Butterfly Effect
Mystic Night
Dreamy Secret
LUMINIZER LIP GLOSS

Prio B

Duo Master Lip

Lipstick pencil 2-in-1

Perfection in every detail. The 2-in-1 lipstick pencil combines long wear, a soft texture and the perfect color in a compact, stylish case. No more matching a liner to your lipstick: now the shades you need come in one product.

- One end is a long-wearing pencil for a precise contour,
- the other a melting lipstick with a glossy finish.

Flawless lip makeup has never been easier!



Prio A



Longwearing Lip Pencil

Long-wearing lip liner

MIXIT long-wearing pencils are made for perfect makeup. The soft texture glides smoothly over the lips for a crisp contour. Thanks to easy blending, the pencils can also be used to fill in the whole lip.

Prio A



Lipstick Balm

Lipstick balm

MIXIT Lipstick Balm is a unique 2-in-1 product. It combines an ultra-soft melting texture with sensual shades, from nude to bright, that enhance natural beauty or add a seductive accent to your makeup.

Prio B



Amber Glam

Brownish Rose

Terry Tango

Taup Craze

Espresso Chic

Hazelnut Cloud

Berry Ballet



Prio B

Soft Kiss Therapy
Lip Balms Set

Caring lip balm set

Discover luxurious lip care with an exclusive set of 4 magical balms.

Thanks to the unique dense gel formula, the balms give comfortable coverage with no stickiness or discomfort.

Balm “UV Protection, Light Shine and Tint”, 10 ml;

Balm “Moisture”, 10 ml;

Balm “Repair and Nourishment”, 10 ml;

Lip balm “Protection and Regeneration”, 10 ml.

- restores, nourishes and moisturizes the lips;
- UV protection and protection from external factors;
- smooths flaking and adds a light natural tint;
- shine without stickiness.



Lip New Year 26-27 Sets







MIXIT

FACE



Top 10 Face

#	Product	Units sold
1	Mineral Powder	199 403
2	Multi Brush Set 4 in 1	49 366
3	Beauty Contour Palette 3 in 1, 02	114 221
4	Velvet Face Fluid Foundation, 01	77 005
5	Velvet Face Fluid Foundation, 02	77 251
6	Beauty Contour Palette 3 in 1, 01	99 547
7	Matte Touch Blotting Paper	91 655
8	All Day Setting Spray, 100 ml	90 736
9	Celestial Illumination Face & Body Setting Spray, 100 ml	71 419
10	Bright Touch Highlighter Stick, 01	45 726

MIXIT

PRIMERS
CONCEALERS
FOUNDATIONSPO
WDERS



Velvet Face Fluid Foundation

Tinted face fluid

A light tinted fluid with ultra-concentrated pigments in micro-bubbles for a natural radiant finish. The product combines the properties of a foundation and a skincare product, giving even coverage with up to 12 hours of hydration. Thanks to its gentle formula, the fluid keeps your look fresh all day and is ideal for everyday use

- Light natural coverage
- Up to 12 hours of hydration
- Radiant finish
- Even application

Prio A **★ Bestseller**



Mineral Powder

Setting mineral face powder

MIXIT mineral powder with incredibly light coverage and a blur effect wraps the skin like a veil and sets makeup firmly, leaving a soft matte finish.

The powder contains a sebum-regulating ingredient that absorbs excess oil throughout the day.

Apply the powder with a puff. Ideal as the final step to set makeup

Prio A

★ Bestseller



Longwearing Jelly Primer

Gel face primer

The gel face primer evens out skin tone, preps the skin for makeup and makes it last longer. Caring ingredients moisturize the skin and fight dullness for a natural glow. The gel texture applies easily and creates an even matte coverage with a light satin finish.

Result:
- preps the skin for makeup;
- longer-lasting makeup;
- moisturizes and nourishes the skin and evens out tone

How to use:
Apply a small amount to the face with light patting motions. Leave until fully absorbed.

Prio A



Radiant Primer
10 in 1

*Illuminating face primer **10-in-1***

- The perfect makeup base
- Radiant finish
- SPF 30
- Hydration
- Antioxidant protection
- Makes makeup last longer
- Weightless coverage
- Protection from environmental stressors
- (dust, heavy metals and air pollution)
- Conceals skin imperfections
- For all skin types

Spread the product over the face with your fingertips or a brush before applying foundation or makeup.

Prio A



All-day flawless-fix concealer



- Covers skin imperfections
- Soft applicator for precise application
- Conceals dark circles under the eyes
- Medium coverage
- Leaves a natural radiant finish
- Weightless feel on the skin
- Long-lasting all-day wear

Prio B



Compact Powder

Compact mattifying face powder

This weightless mattifying powder is ideal for fresh, long-lasting makeup all day. Its soft, light texture instantly blurs pores and imperfections while keeping makeup in place with a matte effect

Prio B



BB Cream Invisible Skin

Tinted BB cream

The tinted BB cream creates weightless coverage that melts into the skin and stays invisible all day. The formula with high sun protection SPF 40/PA+++ reliably protects against UVA and UVB rays. Active ingredients provide deep hydration, nourishment and comfort, as if you were wearing no makeup at all.

• **niacinamide** regulates sebum production and evens out skin texture and tone;
•**panthenol** relieves irritation and tightness,
•**vitamin E** – prevents photoaging;
• **centella asiatica extract** stimulates collagen synthesis, soothes and repairs the skin;
• **aloe extract and hyaluronic acid** deeply moisturize, attract and retain moisture in the skin for even coverage without pilling.

- Even tone without oily shine;
- UVA and UVB protection: SPF 40;
- Weightless coverage with no grayness, oxidation or mask effect;
- Hydration and comfort all day





Prio B

Foundation Only Matte

Matte-effect foundation

The medium-coverage foundation evens out skin tone and texture, covering imperfections. It leaves a natural matte finish without drying or tightening the skin,
even skin prone to dryness.



Foundation Blazy Look

Radiance-effect foundation

The lightweight fluid texture leaves a radiant finish. The formula is based on moisturizing and antioxidant ingredients. SPF 25 protects against harmful UV exposure.

> For fuller coverage, use a sponge



MIXIT

CONTOURING
HIGHLIGHTER
BLUSH



Bright Touch Highlighter Stick

Textured highlighter stick

A textured highlighter stick that turns your look into a true work of art! Its unique 3D-effect texture and dewy finish create a flawless glow on the skin, as if woven from stardust. The special textured surface makes application as comfortable as possible: just swipe it over the desired areas of the face and body and enjoy the perfect result

Prio A



Duo Highlighter Palette
2 in 1

Face highlighter palette

The unique 2-in-1 highlighter palette combines two textures: cream and baked. The cream texture with fine shimmer gives the skin a natural dewy glow, blends easily and is ideal for everyday use. The baked formula contains a high concentration of light-reflecting particles and creates an intense mirror-like shine.

Ideal for makeup accents, it complements a look for a photo shoot or a party. Each palette includes two complementary shades that can be used alone or combined.



Prio A

Beauty Contour Palette 3 in 1

Face sculpting palette 3-in-1

The 3-in-1 sculpting palette helps create perfect facial proportions.

Shade 01 includes:

- sculptor: defines the cheekbones and shades the desired areas;
- blush in a cool pink shade with delicate shimmer: creates a radiant natural flush;
- powder: quickly corrects skin imperfections and evens out skin texture.

Shade 02 includes:

- highlighter: gives the skin a soft, delicate glow;
- blush in a warm scarlet shade: gives a gentle flush;
- The sculptor defines the cheekbones, corrects proportions and makes the face more expressive.

Prio A

★ Bestseller



Body Fluid Illuminating Glow

Body highlighter fluid

The body highlighter fluid gives the skin a delicate glow and visually evens out skin tone.

The delicate texture spreads evenly, enhancing natural beauty and leaving the skin soft and glowing like silk

With aloe juice, panthenol and hyaluronic acid, it also moisturizes and softens the skin, keeping it comfortable.

Suitable for special occasions and everyday use, it leaves a dewy glow without stickiness.



Prio A

Celestial Illumination” Face & Body Setting Spray

“Heavenly Glow” setting spray for face and body

The 2-in-1 setting spray is the secret to long-lasting makeup and glowing skin. The light spray texture with countless shimmering particles gently wraps the skin in a weightless veil with no stickiness or dryness. It not only sets makeup firmly but also creates an on-trend dewy-skin effect that lasts all day. The spray is ideal for adding a refined glow to exposed areas of the body.

Orange peel oil slows sebum production, tightens and cleanses pores.

Result:

- makeup stays set for up to 12 hours;
- natural radiance with a refined glow;
- dewy-skin effect and a light peach scent.

Who it’s for: those who want longer-lasting makeup and glowing skin.

Prio A



All Day Setting Spray

Makeup setting spray

Setting spray is the final touch that gives makeup maximum staying power. A soft cloud of thousands of microscopic droplets forms a weightless veil that keeps your makeup flawless all day. Peony, rose and orchid flower extracts moisturize and tone the skin.

Result:
• Use before, during and after makeup for perfect setting and blending of textures
• Applies in a thin, invisible layer with no streaks or mask effect
• Doesn’t tighten, dry or cause breakouts
• Can be reapplied during the day to refresh skin and makeup
• Suitable for all skin types, even sensitive
• Alcohol-free formula with rose and peony extracts

Who it’s for: For those who want longer-lasting makeup with a natural, glitter-free finish

Prio A



Perfectrix Blush Stick

Cream blush stick

Cream blush in a handy stick creates a natural, lively flush on the cheeks and is easy to apply and blend with fingers, a brush or a sponge.

The highly pigmented formula melts into the skin, leaving a velvety glow and a healthy, well-rested look all day.

- easy application and a velvety finish;
- microcrystalline wax stabilizes the creamy texture;
- oils soften the skin and help the blush spread evenly;
- high-density pigments give a clean color without patches or streaks.

Prio A



Perfectrix
Contour Stick

Contouring stick

The contouring stick’s highly pigmented formula helps quickly define facial features and sculpt neatly. The creamy texture glides smoothly over the skin, layers and blends without patches or streaks, and keeps makeup in place all day.

The stick format allows precise application and control over contour intensity. The stylish metallic case feels good in the hand and is easy to take with you.



Prio B

Perfecting Contouring Face Palette

Face sculpting palette

The 3-in-1 sculpting palette helps create perfect facial proportions.

The luxurious shimmering case and built-in mirror make the palette not only stylish but convenient: it's always at hand, wherever you are

The radiant baked highlighter gives the skin a lit-from-within glow and accentuates the cheekbones, bridge of the nose and collarbones.

Two blush shades, soft and more intense, help create a natural flush or draw attention to the cheeks.

The sculptor is ideal for shaping the face, defining the cheekbones and visual correction



Prio B

MIXIT

EYS



Top 10 Eyes

#	Product	Units sold
1	Eyeshadow palette Nude Allure	78 226
2	38 Degrees Mascara	63 623
3	Eyebrow Fixing Gel, 5 ml	106 649
4	Savage Eyes Effect Mascara, burgundy	54 987
5	LashLust Volume Max Mascara	68 506
6	Foxy Eyes Effect Mascara	49 549
7	Magnif’Eye Lash Mascara	46 796
8	Luminous Lustre Eyeshadow Palette	34 575
9	MIXIT Make Up InkTense Waterproof Eyeliner, black	47 234
10	MIXIT Make Up InkTense Waterproof Eyeliner, brown	36 957

Foxy Eyes Effect Mascara

Glam Doll Lash Mascara

LashLust Volume Max Mascara

38 °C Degrees Mascara

Volumizing Touch Mascara

Magnif'Eye Lash Mascara



LashLust Volume Max Mascara

Maximum volume mascara

LashLust Volume Max Mascara embodies the perfect combination of an Italian formula and a luxurious result.

Thanks to its innovative formula, it glides on easily and adds volume and length without heaviness or clumping, for a long-lasting result. Rich pigmentation makes the eyes deep and expressive, while the flexible brush coats every lash and evenly tints the lash line.

2 types of rice bran wax (hydrogenated and natural) gently care for lashes, making them flexible and glossy;

synthetic beeswax and carnauba wax make the mascara long-wearing, protect the lashes and add volume.

Prio A



38 Degrees Mascara

Thermal mascara

The thermal formula removes easily with warm water, no extra products needed.

The bristle brush coats the lashes, lengthening them and adding bold volume.

The water-resistant formula keeps makeup flawless in any conditions: rain, workouts, the pool.

Prio A



Magnif’Eye Lash Mascara

Lengthening and volumizing mascara

Magnif’Eye Lash Mascara is the perfect combination of length and volume for a striking look. The ultra-thin brush precisely coats every lash from root to tip, neatly separating them and defining the lash line. The formula with rich black pigments gives lashes definition and volume, and the light texture is easy to layer without feeling heavy.

- Bold volume and length
- Rich black color
- Even coverage without clumping or weighing lashes down.



Prio A

Foxy Eyes Effect Mascara

Fox-eye effect mascara

A fox-eye look thanks to the elongated brush.

The ultra-black pigment texture leaves no clumps and makes the look seductive, while the special brush pulls the lashes toward the outer corner for an alluring almond eye shape.

Prio B



PURE BABY LASH MASCARA

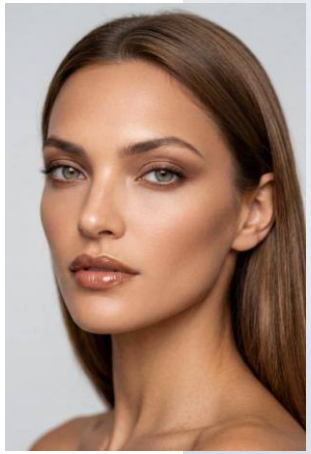
Lengthening curling mascara

An ultra-light lengthening mascara that creates the look of sculpted, lifted lashes for a wide-open, baby-doll gaze.



Prio B

Eyeshadow Palette
-Provocative Nude
-Nude Allure



A professionally curated range for everyday and evening looks

Shimmer shades create sparkling color transitions for on-trend metallic eye makeup. Nude shades enhance the depth of the eyes, making them expressive and alluring.

- 2 palettes: warm and cool tones
- 9 shades
- Nude shades for every day
- High pigmentation
- Smooth blending





Prio A

Kajal Eye Pencil

Kajal eye pencil

An ultra-long-wear automatic kajal with a creamy texture: your perfect eye accent.

It glides easily, blends softly and sets, creating either a soft smoky effect or a crisp line.
The built-in mini sharpener in the base keeps the tip in perfect shape for any look.

Prio A



Sparkle Liquid Eyeshadow



01
agate



02
astra



03
topaz

Sparkling liquid eyeshadow

Long-lasting shine for up to 12 hours

A glittering, light-reflecting metallic finish in a single stroke.

How to use: apply to the eyelids and blend with a finger or brush. Wear alone or over powder or liquid eyeshadows.

The handy mini applicator is suitable for:

- precise application
- full-coverage application across the lid
- applying to both upper and lower lids



Prio B

Eyeliner

INKTENSE WATERPROOF EYELINER



Waterproof felt-tip eyeliner
black and brown

Waterproof felt-tip eyeliners with an extended felt applicator — the perfect tool for a bold, expressive look in any weather.

Prio B



EYEBROW

Prio A

EYEBROW FIXING GEL



EYEBROW FIXING GEL

Locks brows in place all day with no flaking or white residue while caring for the hairs.

Prio B

PERFECT SLIM LINE EYEBROW PENCIL



AUTOMATIC EYEBROW PENCIL

Quickly and precisely shapes brows and gives them the desired form and density. No sharpening required, glides on easily. The ultra-fine 1 mm tip lets you draw brows with a microblading effect.

01 Taupe 02 Soft brown 03 Medium brown 04 Cool grey

MIXIT

ACCESSORIES



MULTI BRUSH SET 4 IN 1



4-in-1 makeup brush set

This versatile brush replaces an entire set, so you always have the right tool on hand. Thanks to the innovative magnetic system, you can swap heads in seconds and access four shapes for a complete makeup look.



silver
for cream textures
The set includes everything you need: a brush for an even foundation application, a tool for eye and lip makeup, and a small brush for precise application of blush and highlighter.
Comes with a case



gold
for dry textures
The set includes everything you need: a brush for an even application of powder, blush, contour or bronzer, a tool for eye and lip makeup, and a small angled brush for eyeliner.
Comes with a case!

Prio A



Multi Brush Set 4in1

Multi-purpose brush 4-in-1

Made for those who value style, order and convenience.

Compact and versatile, this brush replaces a whole set and fits easily into even the smallest makeup pouch.

No. 1 Shaping and blending for perfect depth and natural transitions. **No. 2 Applies and blends eyeshadow** makes the eyes expressive and multidimensional. **No. 3 Angled, for wings and brows** defines shape and works easily with eyeliner or powder textures.

Magnetic system for maximum comfort. All the heads snap neatly together into one piece: nothing gets lost, everything is at hand. Ideal for travel, the office and your everyday makeup bag.

Prio A



Multi Brush Set 4 in 1 Gold and Silver

Multi-purpose brush 4-in-1

Made for those who value style, order and convenience.

Compact and versatile, this brush replaces a whole set and fits easily into even the smallest makeup pouch.

No. 1 Shaping and blending for perfect depth and natural transitions. **No. 2 Applies and blends eyeshadow** makes the eyes expressive and multidimensional. **No. 3 Angled, for wings and brows** defines shape and works easily with eyeliner or powder textures.

Magnetic system for maximum comfort. All the heads snap neatly together into one piece: nothing gets lost, everything is at hand. Ideal for travel, the office and your everyday makeup bag.

Prio A



Matte Touch Blotting Paper

Mattifying blotting papers with cushion

Mattifying blotting papers with a cushion offer total hygiene, aesthetics and visible results. From the first use, the skin looks matte, clean and well-groomed. You touch neither your face nor the paper, only the soft sponge. Ideal for controlling oily shine throughout the day: the delicate texture absorbs sebum and keeps makeup flawless.

- **bamboo charcoal** reduces oily shine and helps visibly minimize pores;
- **hemp cellulose** has antibacterial properties and doesn't cause irritation;
- **salicylic acid** controls sebum production and helps prevent breakouts.

Prio A



Blotting Paper Roll

Mattifying face blotting paper roll

This weightless mattifying powder is ideal for fresh, long-lasting makeup all day. Its soft, light texture instantly blurs pores and imperfections while keeping makeup in place with a matte effect.

- Tear off exactly as much as you need, from a single spot to the whole face.
- Compact, light and versatile for any occasion: from the office to the beach.
- Convenient and economical: care for yourself and the planet.
- Keychain format: easy to attach to a bag or makeup pouch so the roll is always at hand



Magic Color Beauty Sponge

Makeup sponge

An innovative makeup sponge that makes applying makeup feel like magic.

It changes color from gray to white in warm water, adding a touch of magic to your beauty ritual. Soft, hypoallergenic and completely safe, it contains no latex, making it ideal even for the most sensitive skin. The Super Soft material ensures even application for light, natural coverage with a dewy glow

- easy application and blending;
- smooth natural finish;
- dewy glow effect;
- longer-lasting makeup;
- reaches even hard-to-reach areas.

Prio B



MIXIT

Thank you

